

SPONSOR
KIT



2019



A NOTE FROM OUR EXECUTIVE DIRECTOR

You are invited to participate in the American Conservation Film Festival in a very special and important way – BECOME A SPONSOR! Sponsors of the Festival are a key component in allowing us to bring outstanding films with a conservation focus, filmmakers and conservation experts, and interesting programs to the tri-state region.

Through exceptional storytelling, images, and investigation, ACFF presents films and programs that give voice and hope to the incredible stories happening in your back yards and around the globe. They engage your curiosity, inform you on critical issues, and inspire positive action and exploration.

We have a small but mighty team that works year-round to present thoughtful programs, fun events, partnership opportunities, educational workshops, and a premier film festival. We cannot do this without the support of our sponsors.

If the health of the environment and vitality of the arts telling these illuminating stories matter to you, please consider supporting ACFF with your meaningful contribution. Read on for details on how you can be involved and acknowledged!

We CAN make change and your change matters.

Thank you,

A handwritten signature in black ink that reads "Jennifer Lee". The signature is written in a cursive, flowing style.

Jennifer Lee
Executive Director,
American Conservation
Film Festival



ACFF STAFF:
HILARY LO, JENNIFER LEE, JEN ROLSTON



OUR STORY

The American Conservation Film Festival was created by a group of volunteers who shared both a devotion to film arts and a commitment to conservation. They believed that bringing people together to learn, share, and celebrate strengthens our culture and fosters conservation efforts.

The venture started and has remained in Shepherdstown, West Virginia, the location of two partners who have provided the venues for ACFF films since the Festival's founding in 2003: the **U.S. Fish & Wildlife Service's National Conservation Training Center** and **Shepherd University**. From the outset, ACFF struck a chord with local filmgoers and tourists from the Washington, DC and Baltimore, Maryland regions. ACFF has expanded its audience by keeping ticket prices low and presenting many of its films free of charge.

We now attract more than 300 quality submissions from over 40 countries each year, reflecting the festival's strong and growing reputation with professional filmmakers. They appreciate ACFF's way of making the filmmakers and their work the focus of the Festival. A film festival truly becomes festive when the creators join us and we strive to do everything we can to facilitate their attendance.

ACFF also invites guest speakers and conservation experts to help frame the topics of films that illuminate pressing environmental issues.

As the festival has matured, so has ACFF as an organization. We have a year-round staff, a dedicated cadre of volunteers, long-time local and national sponsors, and a Board of Directors with a range of skills and interests, all of whom share a vision of sustaining a quality arts organization that is focused on environmental education.

ACFF's primary initiatives are to:

- ▶ Curate and present contemporary films on conservation issues.
- ▶ Support emerging filmmakers and new film projects.
- ▶ Provide educational, interactive opportunities for filmmakers, audience members, and youth.
- ▶ Partner with organizations, businesses, and individuals to share information and strengthen resources.

OUR MISSION:

The American Conservation Film Festival presents conservation-focused films and programs that engage, inform, and inspire.





THE FESTIVAL AT A GLANCE

FILMS We present over 30 conservation-focused films released in the last two years by the world's leading documentary filmmakers on topics including food and agriculture, wildlife, energy, water quality, climate change, cultural preservation, and more.

VENUES During the festival, films are screened at two quality theater spaces on the campus of Shepherd University and the National Conservation Training Center. Throughout the year, we present screening events at the Weinberg Center for the Arts in Frederick, MD, Barns of Rose Hill in Berryville, VA, Shenandoah University in Winchester, VA, and pop-up locations around the region.

SPECIAL GUESTS Dozens of filmmakers, scientists, conservation and media experts, and educators participate in the festival each year.

AUDIENCE Over 1,000 educated and passionate people from WV, VA, MD, PA, and the DC metro area attend the festival and shop, dine, and stay in the area.

EXPOSURE Our sponsors, advertisers, and organizational partners receive acknowledgement on multiple ACFF social media channels, our dynamic website, posters and banners, press releases, and a 40+ page, full-color festival program.

SPECIAL EVENTS Wrap parties, panel discussions, family programs, filmmaker workshops, and award presentations round out the festival experience. Film screenings throughout the year allow us to share with new audience members around the WV-MD-VA region.

WHAT ACFF PARTICIPANTS SAY

“Professionalism and presentation match that of any NYC film festival I’ve seen over 10 years”.

—audience member

“The staff does a great job of providing a positive atmosphere for filmmakers of all experience levels to discuss important topics and network with one another. I highly recommend that any young and aspiring filmmaker with interest in telling stories about the environment take the opportunity to submit their work to this festival and participate in the workshop.”

—2018 Student Film Award winner and workshop participant

“This year’s films were very pivotal and life-changing for me.”

—audience member

“Thank you for such positive, uplifting films that are inspiring and hopeful. Always, we are called to action by your brilliant film choice!”

—audience member

“We are thrilled that this amazing organization brings these films to our area—thank you!”

—audience member

“I am proud to support the work of ACFF in its mission to engage, inform, and inspire. The Festival does all of that and they are very attentive and responsive to the requests of their sponsors.”

—festival sponsor

“The speakers and discussions [are] thoughtful and continue to inspire us in the ways we can be better citizens of the planet. This inspiration is what keeps me involved and returning to ACFF.”

—audience member



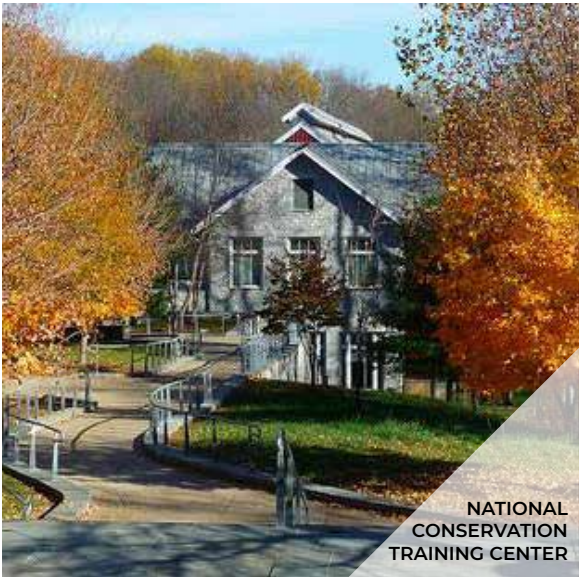
PHOTO GALLERY



SHEPHERDSTOWN



HISTORIC DOWNTOWN



NATIONAL CONSERVATION TRAINING CENTER



FESTIVAL ATTENDEES



FESTIVAL VOLUNTEERS



FILMMAKERS

PHOTO GALLERY



FESTIVAL AWARDS



FILMMAKER DISCUSSIONS



FILMMAKER WORKSHOPS



FESTIVAL SPONSORS



FESTIVAL WRAP PARTY



FILMMAKERS & FILM SUBJECTS



BECOME A SPONSOR

Your financial support is critical in allowing us to bring exceptional films, programs, filmmakers and guests, educational opportunities, and social events to our region. Choose to be a festival underwriter or sponsor a specific initiative.

SPECIFIC PROGRAMS WHERE WE NEED YOUR HELP:

GUEST FILMMAKERS & CONSERVATION EXPERTS Help us with travel and lodging costs and honorariums so that these artists, explorers, and scientists can present their work and share their knowledge and passion.

FILMMAKER WORKSHOP Help us grow the next generation of conservation filmmakers by supporting our workshops, providing hands on education, demonstration, and networking for filmmaking students of all ages and levels.

YOUTH PROGRAMS & PROJECTS Your support will enable us to bring exciting and educational films and programs to inspire the next generation of conservationists, filmmakers, and scientists..

FILM AWARDS & SCREENING FEES Help us reward filmmakers with cash prizes in eight categories and pay screening fees that attract and allow us to present the most outstanding and compelling films from the region and around the world.

ACFF ON THE ROAD We hold at least two “Best of Fest” events per year in the region, partner with other groups for film screenings, and share films with organizations aligned with our mission. Help us continue to share our exceptional programming with others who would not otherwise have access.

SPECIAL EVENTS Wrap parties, fundraisers, meet & greets, community builders – face to face interaction builds and strengthens relationships, communities, missions, opportunities, and networks.

THANKS TO A CHALLENGE GRANT FROM THE CAMPBELL FOUNDATION, ALL **NEW DONORS** GIVING \$1,000 OR MORE WILL BE MATCHED DOLLAR FOR DOLLAR, UP TO \$40,000. This is a great opportunity to make your donation have double the impact for ACFF.

SPONSORSHIP AND BENEFITS

All sponsorships come with VIP passes to festival films and events, program ads, and media exposure, depending on the level of support. Sponsorship benefits can always be tailored to your business or organization's specific needs.

ALDO LEOPOLD \$5000+

Logo and/or link on website, e-letters, social media posts, ACFF sizzle reel, and all promo materials

60 second trailer for your org (provided by you) shown at select festival blocks

Full page ad in Festival program

6 VIP Festival passes

Name & logo as Underwriter on your Program of Choice

RACHEL CARSON \$2500+

Logo and/or link on website, e-letters, social media posts, ACFF sizzle reel, and all promo materials

30-second trailer for your org (provided by you) shown at select festival blocks

Full page ad in Festival program

6 VIP Festival passes

Name & logo as Supporter on your Program of Choice

JOHN MUIR \$1500+

Logo and/or link on website, e-letters, social media posts, and promo materials

Full-page ad in Festival program

4 VIP Festival passes

Name & logo as Supporter on your Program of Choice

JANE GOODALL \$1000+

Logo and/or link on website, e-letters, social media posts, and promo materials

Half page ad in Festival program

4 VIP Festival passes

Name & logo as Supporter on your Program of Choice

JACQUES COUSTEAU \$500+

Logo and/or link on website, e-letters, social media posts, and promo materials

Quarter-page ad in Festival program

2 VIP Festival passes

Name & logo as Supporter on your Program of Choice





SPONSORSHIP SHOWCASE

TITO'S HANDMADE VODKA



LOGO ON OUR WEBSITE,
SPONSOR LISTING



30-SECOND AD SHOWN AT THE FESTIVAL



LOGO ON FESTIVAL BANNERS



FULL PAGE AD IN THE FESTIVAL PROGRAM



PROGRAM EVENT SPONSOR POST CARD



VIP FESTIVAL PASSES



AMERICAN CONSERVATION FILM FESTIVAL

PAST & CURRENT SPONSORS INCLUDE:



Will you join us and these prestigious businesses and organizations to support exceptional filmmaking, conservation education, and community building?

Please call Jennifer Lee at 540.539.6150 or email jennifer@conservationfilmfest.org with any questions or concerns.

THANK YOU FOR YOUR SUPPORT!

AMERICAN CONSERVATION FILM FESTIVAL

SPONSORSHIP AGREEMENT FORM

Contact Person _____ Company/Organization _____

Street Address _____ City _____ State _____ Zip Code _____

Phone Number _____ E-mail address _____ Website (if applicable) _____

____ Yes, I will sponsor the 2018 American Conservation Film Festival at the following sponsorship level:

- \$5,000+ Aldo Leopold
- \$2,500+ Rachel Carson
- \$1,500+ John Muir
- \$1,000+ Jane Goodall
- \$500+ Jacques Cousteau

PAYMENT INFORMATION Payment in full (by check or credit card) is requested with your signed Sponsorship Form. Make checks payable to ACFF and mail to: **ACFF, PO Box 889, Shepherdstown, WV 25443.**

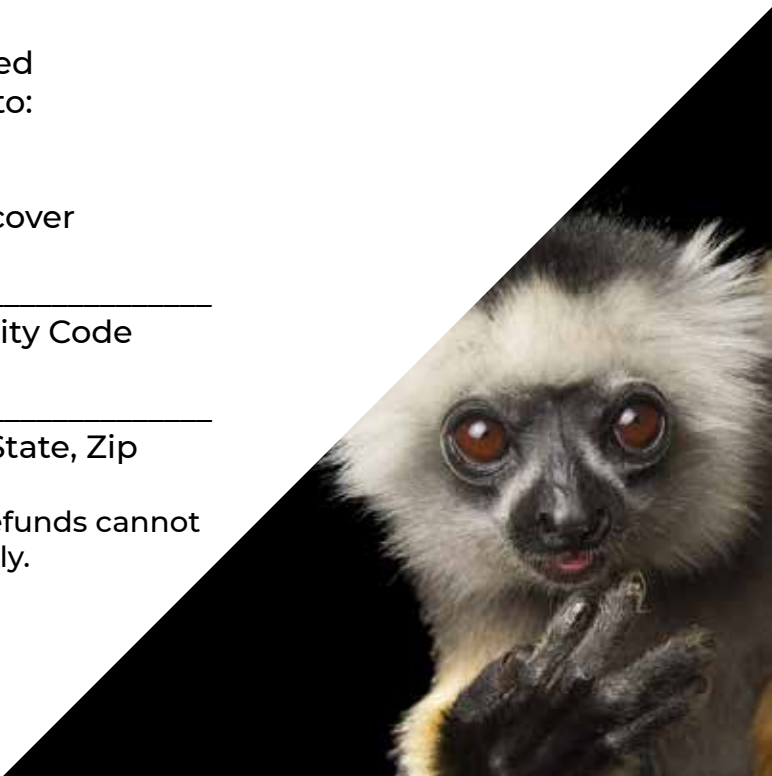
CREDIT CARD INFORMATION VISA MasterCard AMEX Discover

Credit Card Number _____ Expiration Date _____ Security Code _____

Name on Card _____ Billing Address _____ City, State, Zip _____

I agree that the amount indicated above will be charged to my account by ACFF. Refunds cannot be granted after a Sponsorship has been made. Please check all information carefully.

Sponsor Signature _____ Date _____



CONTACT US

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CONNECT WITH ACFF

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